

FIG. 1-1	FIG. 1-3	FIG. 1-5
FIG. 1-2	FIG. 1-4	FIG. 1-6

FIG. 1

FIG. 2A-1	FIG. 2A-4	FIG. 2A-7
FIG. 2A-2	FIG. 2A-5	FIG. 2A-8
FIG. 2A-3	FIG. 2A-6	FIG. 2A-9

FIG. 2A

FIG. 2B-1	FIG. 2B-4	FIG. 2B-7
FIG. 2B-2	FIG. 2B-5	FIG. 2B-8
FIG. 2B-3	FIG. 2B-6	FIG. 2B-9

FIG. 2B

FIG. 2C-1	FIG. 2C-2	FIG. 2C-2
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FIG. 2C

FIG. 11A-1	FIG. 11A-4	FIG. 11A-7
FIG. 11A-2	FIG. 11A-5	FIG. 11A-8
FIG. 11A-3	FIG. 11A-6	FIG. 11A-9

FIG. 11A

FIG. 11B-1	FIG. 11B-4	FIG. 11B-7
FIG. 11B-2	FIG. 11B-5	FIG. 11B-8
FIG. 11B-3	FIG. 11B-6	FIG. 11B-9

FIG. 11B

The chart below illustrates the transfer potential between various industries for the Marketing Management function. An "x" at the intersection of a row and column indicates the potential for transfer between the industry listed in the row heading and the industry listed in the column heading. Instructions for the Job Seeker: Identify the row heading on the vertical axis corresponding to your industry then read across that row for indication of transfer potential into the industries listed in the column headings on the horizontal axis.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products	Computer Products: Including Personal Computers, Handhelds & Peripheral Products	Consumer Software: Including Personal Finance & Word Processing Software	Consumer Appliances: Including Large Household Appliances	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products
Consumer Package Goods	X	X	X	X	X	X	X
Consumer Durables		X	X	X	X	X	X
Entertainment Products	X	X	X	X	X	X	X
Computer Products		X	X	X	X	X	X

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FIG. 1-1

Consumer Software			X	X	X			X
Consumer Appliances		X		X			X	X
Consumer Electronics		X		X	X		X	X
Pharmaceuticals								
Fast Food & Quick Serve Restaurants			X	X				
Hospitality								
Consumer Financial Services								
Wireless Telecommunications								
Long Distance Telecommunications								
Travel & Transportation								
Media & Publishing								
Retail								
B2B Services								

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FIG. 1-2

**Instructions for Employers:** Identify the column heading on the horizontal axis corresponding to your industry then read down that column for indication of transfer potential from the industries listed in the row headings on the vertical axis. (Rating Scale: "x" indicates transfer potential; a blank indicates little to no transfer potential.)

Pharmaceuticals: Including Prescription Medication Products	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establish- ments	Hospitality: Including Hotels, Motels, Resorts & Gaming Establish- ments	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services	Wireless Telecommunica- tions (Consumer): Including Cellular & PCS Wireless Communications Services	Long Distance Telecommunica- tions (Consumer): Including Land- line Long Distance Telecommuni- cations Services	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services
X	X	X	X	X	X	X
	X					
	X	X		X	X	X

FIG. 1-3  
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Media & Publishing: Including Magazines, Newspapers & Periodicals	Retail: Including Department, Mass Merchant & Specialty Stores	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services
X	X	X
X		
X	X	

FIG. 1-5

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				X		X						
				X	X	X		X			X	
						X	X	X		X		

FIG. 1-6

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Job Seeker							
<i>Instructions To The Job Seeker:</i> Identify the row on the vertical axis corresponding to your industry then read across that row for ratings of transferability into the industries listed in the column headings on the horizontal axis.							
Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
Consumer Package Goods (M1)	3	3	3	2	2	2	2
Consumer Durables (M2)	1	3	3	2	2	2	2
Entertainment Products (M3)	2	3	3	3	3	2	3



Computer Products (M4)	0	2	2	3	3	2	3
Consumer Software (M5)	0	0	2	3	3	0	2
Consumer Appliances (M6)	0	2	1	2	1	3	3
Consumer Electronics (M7)	0	2	3	3	3	3	3
Pharmaceuticals (M8)	0	0	0	0	0	0	0
Fast Food & Quick Serve Restaurants (M9)	0	0	1	1	1	0	0
Hospitality (M10)	0	0	0	0	0	0	0
Consumer Financial Services (M11)	0	0	0	0	0	0	0

FIG. 2A-2

Wireless Communi- cations (M12)	0	0	0	0	0	0	0	0	0
Long Distance Communi- cations (M13)	0	0	0	0	0	0	0	0	0
Travel & Transporta- tion (M14)	0	0	0	0	0	0	0	0	0
Media & Publishing (M15)	0	0	0	0	0	0	0	0	0
Retail (M16)	0	1	0	0	0	0	0	0	0
B2B Services (M17)	0	0	0	0	0	0	0	0	0

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FIG. 2A-3

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(Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce an explanation of that rating.

Pharma- ceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land- Line Long Distance Communications Services (M13)	Travel & Transporta- tion: Including Air, Rail & Ground Passenger Transporta- tion Services (M14)
3	3	2	2	3	3	3
1	2	1	1	1	2	1
1	3	3	1	2	2	2

FIG. 2A-4

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1	1	1	1	2	1	1
0	0	0	1	1	0	0
0	0	0	0	1	0	0
0	1	0	0	1	0	0
3	0	0	0	0	0	0
0	3	3	3	3	3	3
0	3	3	3	2	2	3
0	1	2	3	3	3	3

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FIG. 2A-5

**FIG. 2A-6**

**FIG. 2A-6**

Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
3	2	2
1	2	1
2	1	1

FIG. 2A-7

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1	1	1
1	0	0
0	0	0
0	1	0
0	0	0
0	3	2
1	3	2
3	2	2

FIG. 2A-8

CONFIDENTIAL

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2	0	1
1	0	1
0	0	0
3	0	0
1	3	0
0	0	3

FIG. 2A-9



**Employer/Recruiter**

***Instructions To Employers:*** Identify the column heading on the horizontal axis corresponding to your industry then read down that column for ratings of transferability from industries listed in the row headings on the vertical axis.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
Consumer Package Goods (M1)	3	3	3	2	2	2	2
Consumer Durables (M2)	1	3	3	2	2	2	2
Entertainment Products (M3)	2	3	3	3	3	2	3

FIG. 2B-1

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Computer Products (M4)	0	2	2	3	3	2	3
Consumer Software (M5)	0	0	2	3	3	0	2
Consumer Appliances (M6)	0	2	1	2	1	3	3
Consumer Electronics (M7)	0	2	3	3	3	3	3
Pharmaceuticals (M8)	0	0	0	0	0	0	0
Fast Food & Quick Serve Restaurants (M9)	0	0	1	1	1	0	0
Hospitality (M10)	0	0	0	0	0	0	0
Consumer Financial Services (M11)	0	0	0	0	0	0	0

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FIG. 2B-2

Wireless Communi- cations (M12)	0	0	0	0	0	0	0	0	0
Long Distance Communi- cations (M13)	0	0	0	0	0	0	0	0	0
Travel & Transporta- tion (M14)	0	0	0	0	0	0	0	0	0
Media & Publishing (M15)	0	0	0	0	0	0	0	0	0
Retail (M16)	0	1	0	0	0	0	0	0	0
B2B Services (M17)	0	0	0	0	0	0	0	0	0

FIG. 2B-3

(Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce an explanation of that rating.

Pharmaceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)
3	3	2	2	3	3	3
1	2	1	1	1	2	1
1	3	3	1	2	2	2

FIG. 2B-4

1	1	1	1	2	1	1
0	0	0	1	1	0	0
0	0	0	0	1	0	0
0	1	0	0	1	0	0
3	0	0	0	0	0	0
0	3	3	3	3	3	3
0	3	3	3	2	2	3
0	1	2	3	3	3	3

FIG 2B-5

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0	1	1	3	3	3	3
0	0	1	1	3	3	1
0	1	2	1	1	1	3
0	0	1	1	0	1	1
0	1	1	1	1	1	1
0	0	0	0	0	0	0

FIG. 2B-6

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Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
3	2	2
1	2	1
2	1	1

FIG. 2B-7

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1	1	1
1	0	0
0	0	0
0	1	0
0	0	0
0	3	2
1	3	2
3	2	2

FIG. 2B-8

CONFIDENTIAL



2	0	1
1	0	1
0	0	0
3	0	0
1	3	0
0	0	3

Industry Transferability Ratings							
<i>Instructions To The Job Seeker:</i> The chart below illustrates transferability ratings for the Consumer Package Goods Marketing Management function across various industries. Read across the row for ratings of transferability for this function and industry experience combination							
Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
Consumer Package Goods (M1)	3	3	3	2	2	2	2

into the industries listed in the column headings on the horizontal axis. (Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce a rating explanation.						
Pharma- ceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land- Line Long Distance Communications Services (M13)	Travel & Transporta- tion: Including Air, Rail & Ground Passenger Transporta- tion Services (M14)
3	3	2	2	3	3	3

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FIG. 2C-2

Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
3	2	2

FIG. 2C-3

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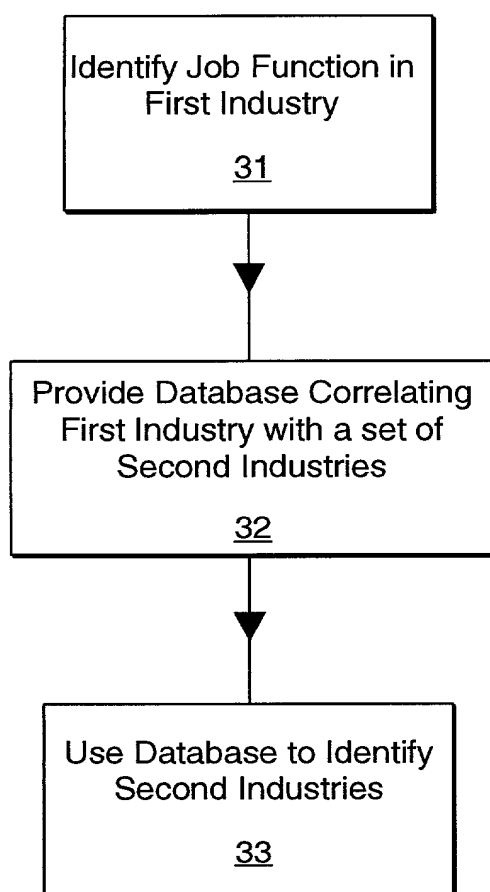


FIG. 3

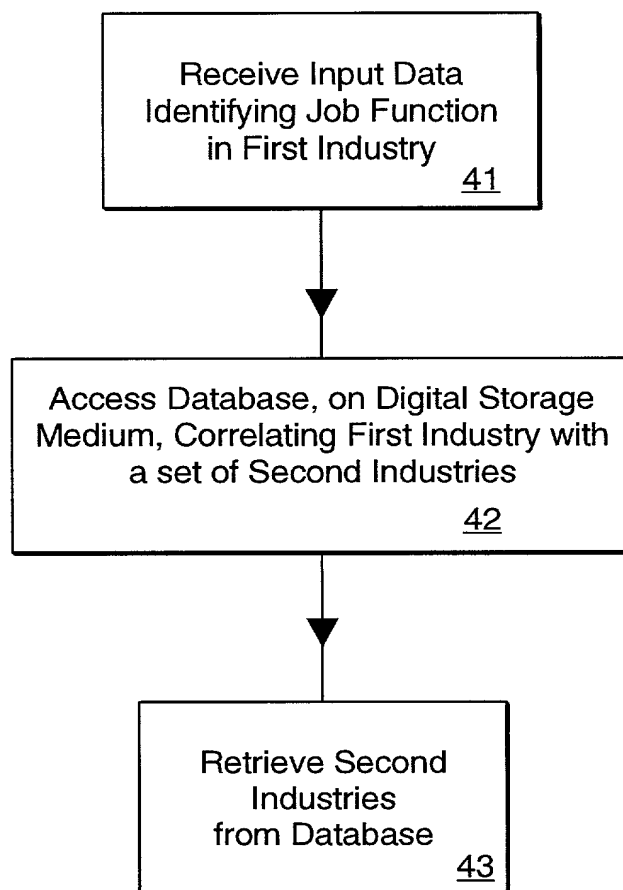
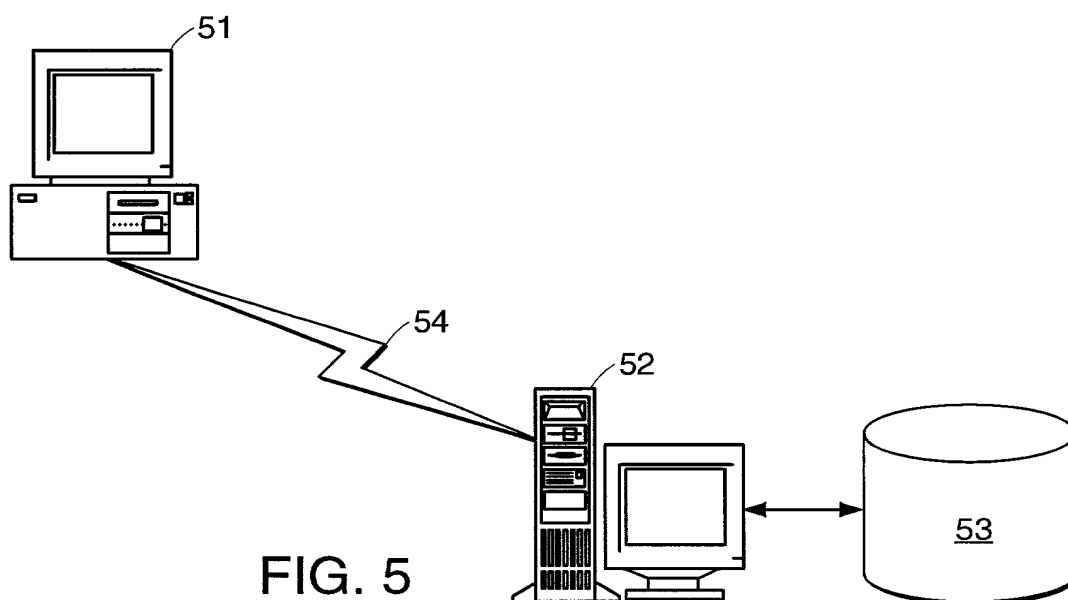


FIG. 4



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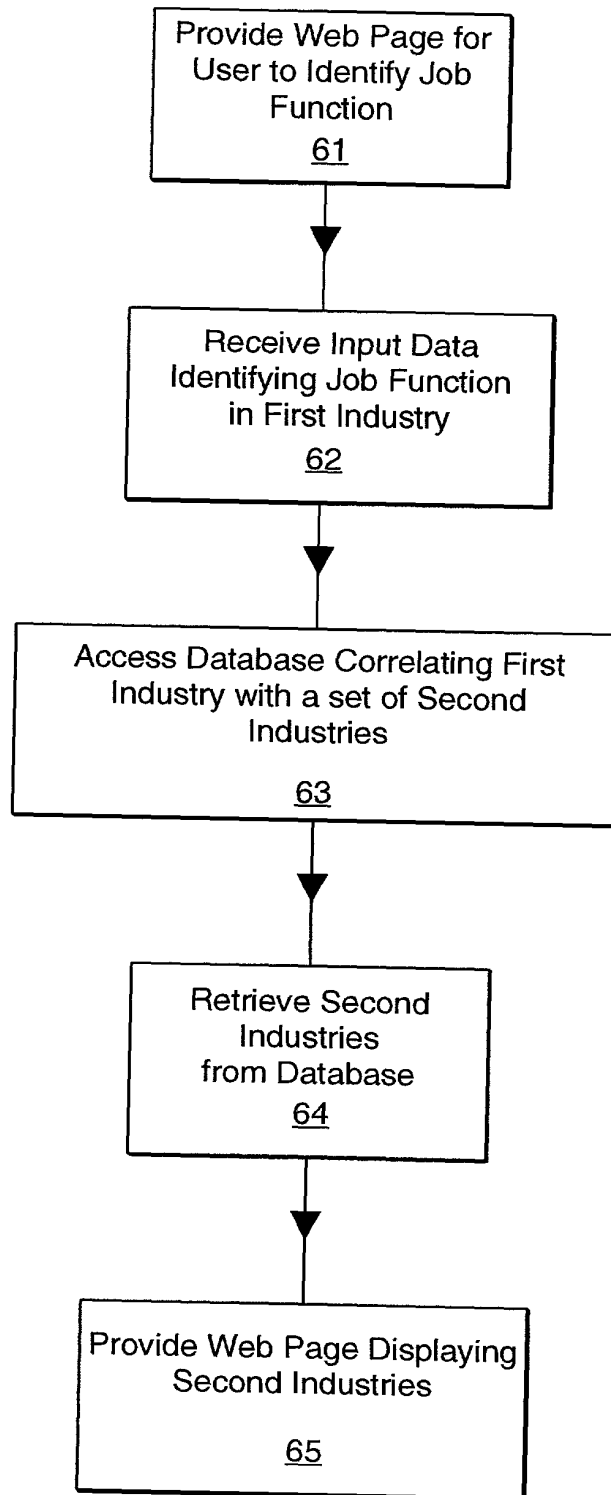


FIG. 6

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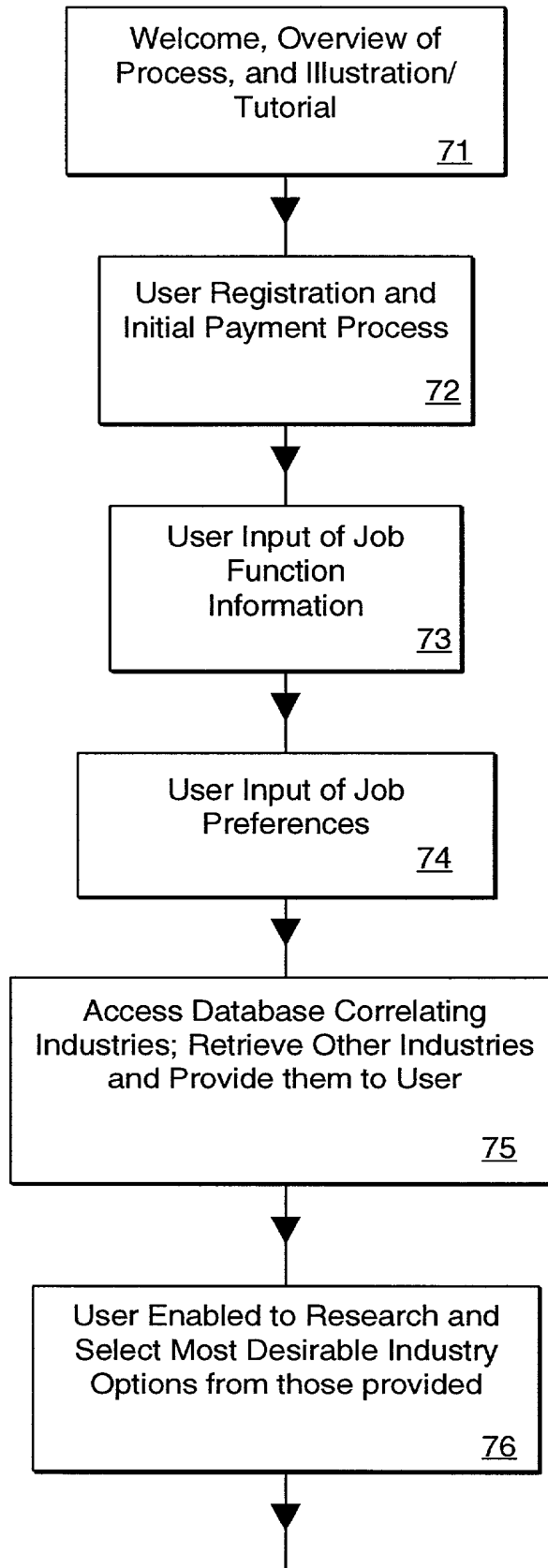


FIG. 7

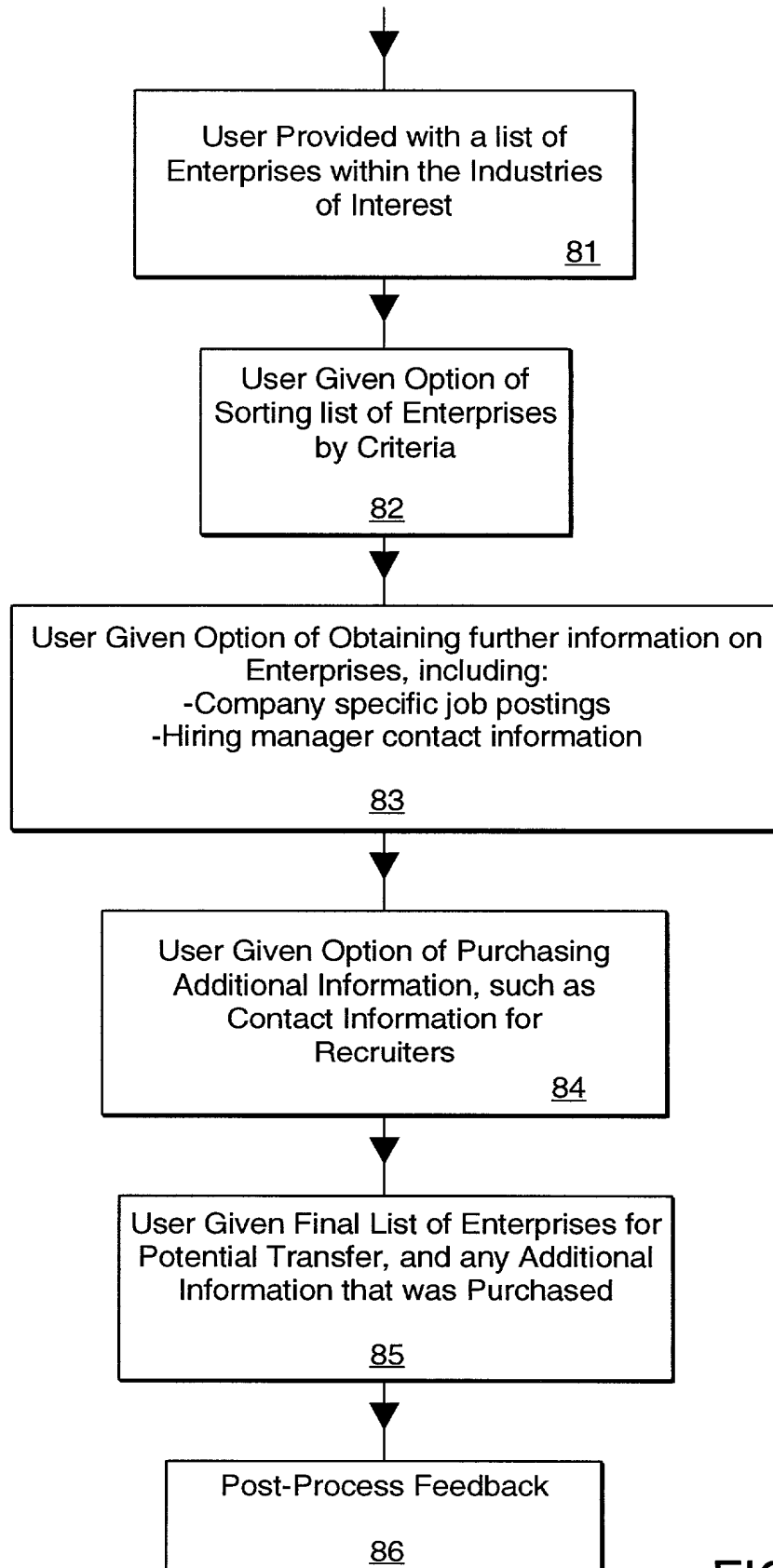


FIG. 8



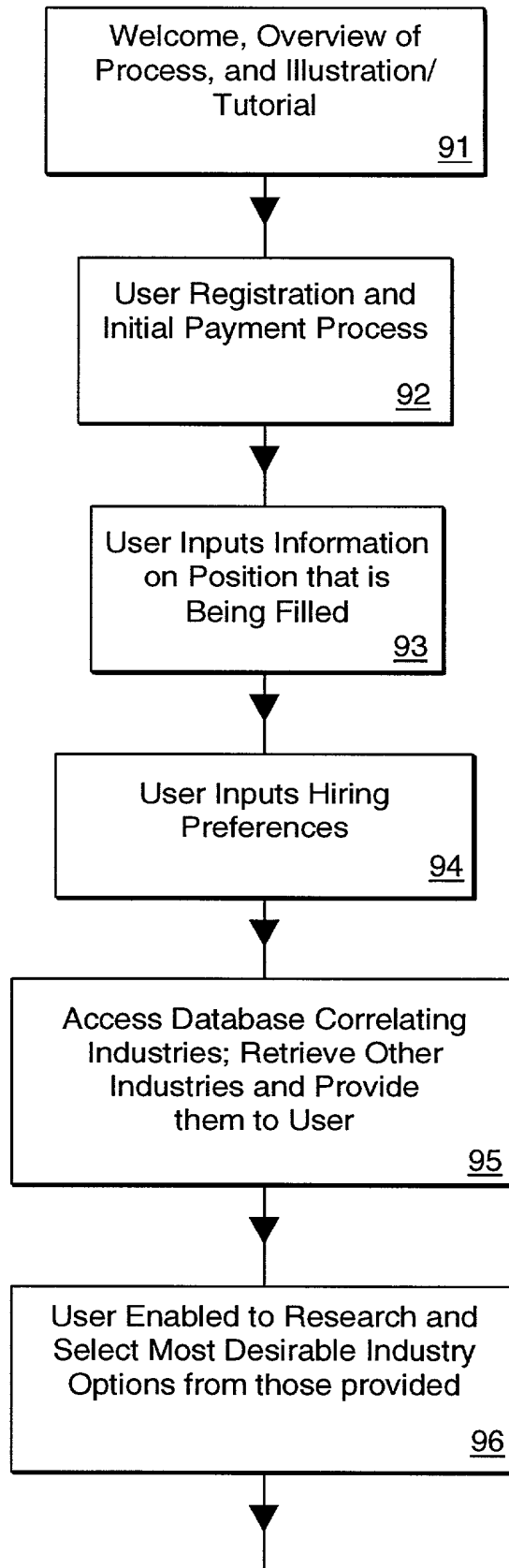


FIG. 9

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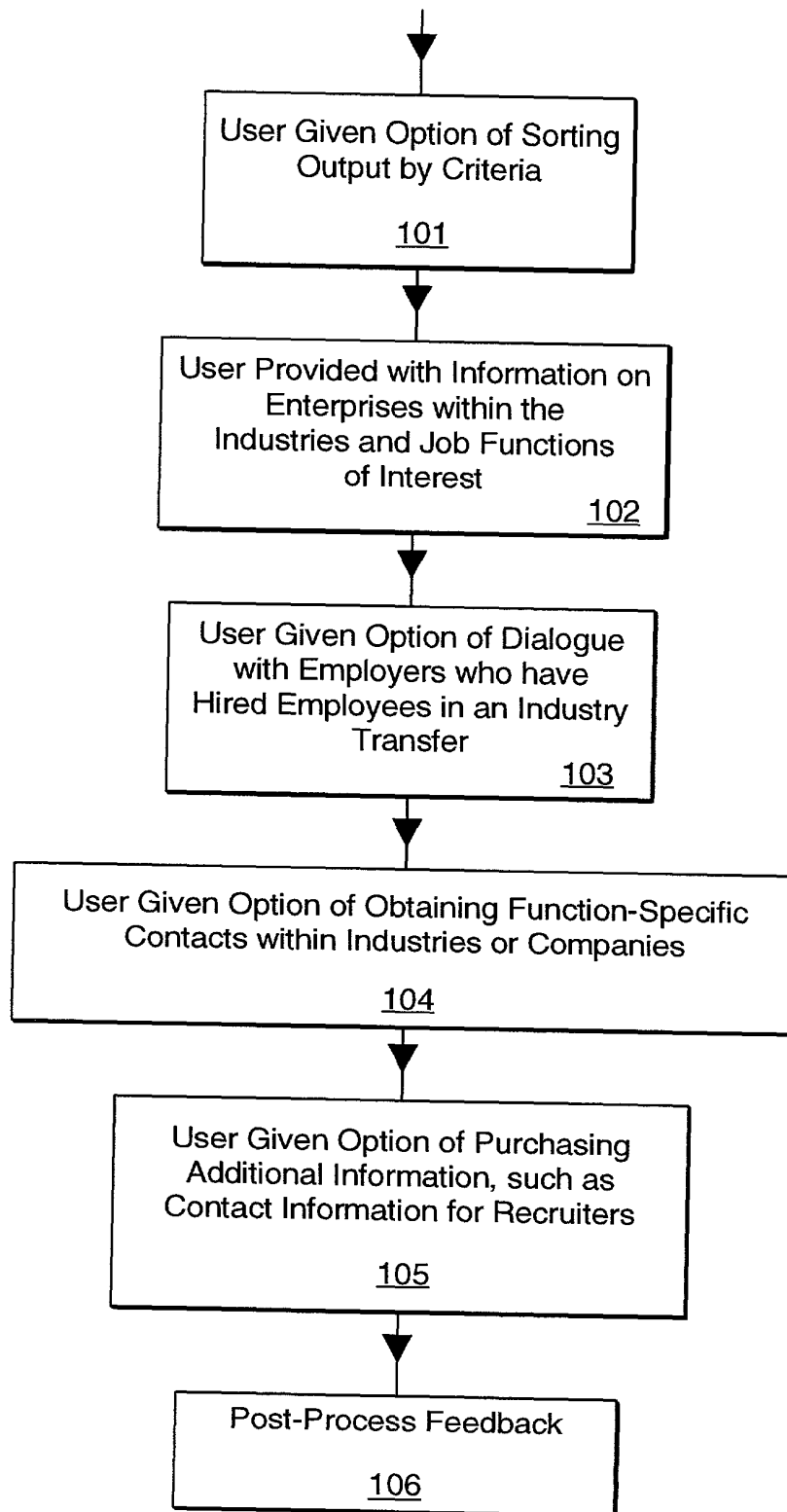


FIG. 10

Industry Transferability Matrix and Ratings							
Symbolic structure of a transferability matrix database for the (Consumer) Marketing Management function.							
Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertain-ment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
Consumer Package Goods (M1)	M1+M1=3	M1+M2=3	M1+M3=3	M1+M4=2	M1+M5=2	M1+M6=2	M1+M7=2
Consumer Durables (M2)	M2+M1=1	M2+M2=3	M2+M3=3	M2+M4=2	M2+M5=2	M2+M6=2	M2+M7=2
Entertain-ment Products (M3)	M3+M1=2	M3+M2=3	M3+M3=3	M3+M4=3	M3+M5=3	M3+M6=2	M3+M7=3

FIG. 11A-1

Computer Products (M4)	M4+M1=0	M4+M2=2	M4+M3=2	M4+M4=3	M4+M5=3	M4+M6=2	M4+M7=3
Consumer Software (M5)	M5+M1=0	M5+M2=0	M5+M3=2	M5+M4=3	M5+M5=3	M5+M6=0	M5+M7=2
Consumer Appliances (M6)	M6+M1=0	M6+M2=1	M6+M3=1	M6+M4=2	M6+M5=1	M6+M6=3	M6+M7=3
Consumer Electronics (M7)	M7+M1=0	M7+M2=2	M7+M3=3	M7+M4=3	M7+M5=3	M7+M6=3	M7+M7=3
Pharmaceuticals (M8)	M8+M1=0	M8+M2=0	M8+M3=0	M8+M4=0	M8+M5=0	M8+M6=0	M8+M7=0
Fast Food & Quick Serve Restaurants (M9)	M9+M1=0	M9+M2=0	M9+M3=1	M9+M4=1	M9+M5=1	M9+M6=0	M9+M7=0
Hospitality (M10)	M10+M1=0	M10+M2=0	M10+M3=0	M10+M4=0	M10+M5=0	M10+M6=0	M10+M7=0
Consumer Financial Services (M11)	M11+M1=0	M11+M2=0	M11+M3=0	M11+M4=0	M11+M5=0	M11+M6=0	M11+M7=0

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FIG. 11A-2

Wireless Communi- cations (M12)	M12+M1=0	M12+M2=0	M12+M3=0	M12+M4=0	M12+M5=0	M12+M6=0	M12+M7=0
Long Distance Communi- cations (M13)	M13+M1=0	M13+M2=0	M13+M3=0	M13+M4=0	M13+M5=0	M13+M6=0	M13+M7=0
Travel & Transporta- tion (M14)	M14+M1=0	M14+M2=0	M14+M3=0	M14+M4=0	M14+M5=0	M14+M6=0	M14+M7=0
Media & Publishing (M15)	M15+M1=0	M15+M2=0	M15+M3=0	M15+M4=0	M15+M5=0	M15+M6=0	M15+M7=0
Retail (M16)	M16+M1=0	M16+M2=1	M16+M3=0	M16+M4=0	M16+M5=0	M16+M6=0	M16+M7=0
B2B Services (M17)	M17+M1=0	M17+M2=0	M17+M3=0	M17+M4=0	M17+M5=0	M17+M6=0	M17+M7=0

FIG. 11A-3

(Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce an explanation of that rating.

Pharma- ceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land- Line Long Distance Communications Services (M13)	Travel & Transporta- tion: Including Air, Rail & Ground Passenger Transporta- tion Services (M14)
M1+M8=3	M1+M9=3	M1+M10=2	M1+M11=2	M1+M12=3	M1+M13=3	M1+M14=3
M2+M8=1	M2+M9=2	M2+M10=1	M2+M11=1	M2+M12=1	M2+M13=2	M2+M14=1
M3+M8=1	M3+M9=3	M3+M10=3	M3+M11=1	M3+M12=2	M3+M13=2	M3+M14=2

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FIG. 11A-4

M4+M8=1	M4+M9=1	M4+M10=1	M4+M11=1	M4+M12=2	M4+M13=1	M4+M14=1
M5+M8=0	M5+M9=0	M5+M10=0	M5+M11=1	M5+M12=1	M5+M13=0	M5+M14=0
M6+M8=0	M6+M9=0	M6+M10=0	M6+M11=0	M6+M12=1	M6+M13=0	M6+M14=0
M7+M8=0	M7+M9=1	M7+M10=0	M7+M11=0	M7+M12=1	M7+M13=0	M7+M14=0
M8+M8=3	M8+M9=0	M8+M10=0	M8+M11=0	M8+M12=0	M8+M13=0	M8+M14=0
M9+M8=0	M9+M9=3	M9+M10=3	M9+M11=3	M9+M12=3	M9+M13=3	M9+M14=3
M10+M8=0	M10+M9=3	M10+M10=3	M10+M11=3	M10+M12=2	M10+M13=2	M10+M14=3
M11+M8=0	M11+M9=1	M11+M10=2	M11+M11=3	M11+M12=3	M11+M13=3	M11+M14=3

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FIG. 11A-5

M12+M8=0	M12+M9=1	M12+M10=1	M12+M11=3	M12+M12=3	M12+M13=3	M12+M14=3
M13+M8=0	M13+M9=0	M13+M10=1	M13+M11=1	M13+M12=3	M13+M13=3	M13+M14=1
M14+M8=0	M14+M9=1	M14+M10=2	M14+M11=1	M14+M12=1	M14+M13=1	M14+M14=3
M15+M8=0	M15+M9=0	M15+M10=1	M15+M11=1	M15+M12=0	M15+M13=1	M15+M14=1
M16+M8=0	M16+M9=1	M16+M10=1	M16+M11=1	M16+M12=1	M16+M13=1	M16+M14=1
M17+M8=0	M17+M9=0	M17+M10=0	M17+M11=0	M17+M12=0	M17+M13=0	M17+M14=0

FIG. 11A-6



Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
M1+M15=3	M1+M16=2	M1+M17=2
M2+M15=1	M2+M16=2	M2+M17=1
M3+M15=2	M3+M16=1	M3+M17=1

FIG. 11A-7

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M4+M15=1	M4+M16=1	M4+M17=1
M5+M15=1	M5+M16=0	M5+M17=0
M6+M15=0	M6+M16=0	M6+M17=0
M7+M15=0	M7+M16=1	M7+M17=0
M8+M15=0	M8+M16=0	M8+M17=0
M9+M15=0	M9+M16=3	M9+M17=2
M10+M15=1	M10+M16=3	M10+M17=2
M11+M15=3	M11+M16=2	M11+M17=2

FIG. 11A-8

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M12+M15=2	M12+M16=0	M12+M17=1
M13+M15=1	M13+M16=0	M13+M17=1
M14+M15=0	M14+M16=0	M14+M17=0
M15+M15=3	M15+M16=0	M15+M17=0
M16+M15=1	M16+M16=3	M16+M17=0
M17+M15=0	M17+M16=0	M17+M17=3

FIG. 11A-9

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## Industry Transferability Matrix and Ratings

Symbolic structure of a transferability matrix database for the Operations Management function.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (O1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (O2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (O3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (O4)	Consumer Software: Including Personal Finance & Word Processing Software (O5)	Consumer Appliances: Including Large Household Appliances (O6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (O7)
Consumer Package Goods (O1)	O1+O1=3	O1+O2=0	O1+O3=0	O1+O4=0	O1+O5=0	O1+O6=0	O1+O7=0
Consumer Durables (O2)	O2+O1=0	O2+O2=3	O2+O3=2	O2+O4=0	O2+O5=0	O2+O6=0	O2+O7=0
Entertainment Products (O3)	O3+O1=0	O3+O2=3	O3+O3=3	O3+O4=1	O3+O5=2	O3+O6=0	O3+O7=1

FIG. 11B-1

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Computer Products (O4)	O4+O1=0	O4+O2=2	O4+O3=2	O4+O4=3	O4+O5=3	O4+O6=2	O4+O7=3
Consumer Software (O5)	O5+O1=0	O5+O2=0	O5+O3=1	O5+O4=1	O5+O5=3	O5+O6=0	O5+O7=1
Consumer Appliances (O6)	O6+O1=0	O6+O2=1	O6+O3=1	O6+O4=1	O6+O5=1	O6+O6=3	O6+O7=3
Consumer Electronics (O7)	O7+O1=0	O7+O2=2	O7+O3=3	O7+O4=3	O7+O5=3	O7+O6=3	O7+O7=3
Pharmaceuticals (O8)	O8+O1=2	O8+O2=0	O8+O3=0	O8+O4=0	O8+O5=0	O8+O6=0	O8+O7=0
Fast Food & Quick Serve Restaurants (O9)	O9+O1=0	O9+O2=0	O9+O3=0	O9+O4=0	O9+O5=0	O9+O6=0	O9+O7=0
Hospitality (O10)	O10+O1=0	O10+O2=0	O10+O3=0	O10+O4=0	O10+O5=0	O10+O6=0	O10+O7=0
Consumer Financial Services (O11)	O11+O1=0	O11+O2=0	O11+O3=0	O11+O4=0	O11+O5=0	O11+O6=0	O11+O7=0

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FIG. 11B-2

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Wireless Communi- cations (O12)	O12+O1=0	O12+O2=0	O12+O3=0	O12+O4=0	O12+O5=0	O12+O6=0	O12+O7=0
Long Distance Communi- cations (O13)	O13+O1=0	O13+O2=0	O13+O3=0	O13+O4=0	O13+O5=0	O13+O6=0	O13+O7=0
Travel & Transporta- tion (O14)	O14+O1=0	O14+O2=0	O14+O3=0	O14+O4=0	O14+O5=0	O14+O6=0	O14+O7=0
Media & Publishing (O15)	O15+O1=0	O15+O2=0	O15+O3=0	O15+O4=0	O15+O5=0	O15+O6=0	O15+O7=0
Retail (O16)	O16+O1=0	O16+O2=0	O16+O3=0	O16+O4=0	O16+O5=0	O16+O6=0	O16+O7=0
B2B Services (O17)	O17+O1=0	O17+O2=0	O17+O3=0	O17+O4=0	O17+O5=0	O17+O6=0	O17+O7=0

FIG. 11B-3

Pharma- ceuticals: Including Prescription Medication Products (O8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (O9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (O10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (O11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (O12)	Long Distance Communications (Consumer): Including Land- Line Long Distance Communications Services (O13)	Travel & Transporta- tion: Including Air, Rail & Ground Passenger Transporta- tion Services (O14)
O1+O8=3	O1+O9=1	O1+O10=0	O1+O11=0	O1+O12=0	O1+O13=0	O1+O14=0
O2+O8=0	O2+O9=0	O2+O10=0	O2+O11=0	O2+O12=0	O2+O13=0	O2+O14=0
O3+O8=0	O3+O9=0	O3+O10=0	O3+O11=0	O3+O12=0	O3+O13=0	O3+O14=0

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FIG. 11B-4

O4+O8=0	O4+O9=0	O4+O10=0	O4+O11=0	O4+O12=0	O4+O13=0	O4+O14=0
O5+O8=0	O5+O9=0	O5+O10=0	O5+O11=0	O5+O12=0	O5+O13=0	O5+O14=0
O6+O8=0	O6+O9=0	O6+O10=0	O6+O11=0	O6+O12=0	O6+O13=0	O6+O14=0
O7+O8=0	O7+O9=0	O7+O10=0	O7+O11=0	O7+O12=0	O7+O13=0	O7+O14=0
O8+O8=3	O8+O9=0	O8+O10=0	O8+O11=0	O8+O12=0	O8+O13=0	O8+O14=0
O9+O8=0	O9+O9=3	O9+O10=3	O9+O11=2	O9+O12=1	O9+O13=0	O9+O14=3
O10+O8=0	O10+O9=3	O10+O10=3	O10+O11=3	O10+O12=1	O10+O13=2	O10+O14=3
O11+O8=0	O11+O9=1	O11+O10=1	O11+O11=3	O11+O12=1	O11+O13=0	O11+O14=1



O12+O8=0	O12+O9=1	O12+O10=1	O12+O11=1	O12+O12=3	O12+O13=3	O12+O14=0
O13+O8=0	O13+O9=0	O13+O10=1	O13+O11=1	O13+O12=2	O13+O13=3	O13+O14=0
O14+O8=0	O14+O9=1	O14+O10=2	O14+O11=0	O14+O12=0	O14+O13=0	O14+O14=3
O15+O8=0	O15+O9=0	O15+O10=1	O15+O11=1	O15+O12=0	O15+O13=1	O15+O14=1
O16+O8=0	O16+O9=2	O16+O10=2	O16+O11=1	O16+O12=0	O16+O13=0	O16+O14=1
O17+O8=0	O17+O9=0	O17+O10=0	O17+O11=0	O17+O12=0	O17+O13=0	O17+O14=0

FIG. 11B-6

Media & Publishing: Including Magazines, Newspapers & Periodicals (O15)	Retail: Including Department, Mass Merchant & Specialty Stores (O16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (O17)
O1+O15=0	O1+O16=0	O1+O17=0
O2+O15=0	O2+O16=0	O2+O17=0
O3+O15=0	O3+O16=0	O3+O17=0

FIG. 11B-7

O4+O15=0	O4+O16=0	O4+O17=0
O5+O15=0	O5+O16=0	O5+O17=0
O6+O15=0	O6+O16=0	O6+O17=0
O7+O15=0	O7+O16=0	O7+O17=0
O8+O15=0	O8+O16=0	O8+O17=0
O9+O15=0	O9+O16=3	O9+O17=2
O10+O15=1	O10+O16=3	O10+O17=2
O11+O15=0	O11+O16=1	O11+O17=2

012+015=0	012+016=0	012+017=1
013+015=0	013+016=0	013+017=1
014+015=0	014+016=0	014+017=0
015+015=3	015+016=0	015+017=0
016+015=0	016+016=3	016+017=0
017+015=0	017+016=0	017+017=3

FIG. 11B-9

Patent # 6,633,660